

Miss Marilyn Edwards,
Publishers' Association,
19, Bedford Square,
London, W.C.1.

3rd March, 1970.

Dear Marilyn,

I am sending back to you your draft of the article to go in "Bookselling News". I cannot send it off to Mrs. Boylan because I have not got the short list, so could you insert it? I suggest that it forms either the last paragraph or is popped into the first paragraph, but I am sure you can do that. I notice that, in your commercial blurb, you put "two foot" posters. Bearing in mind your meeting at Macmillans, can you make sure that this is the agreed size? Do you think also that it would be as well to mention the short list posters in this? (I am slightly unclear as to precisely when this magazine comes out, so you would be the best judge of this).

Otherwise, I think it is ready for sending off, but it would be much better for you to send it to Mrs. Boylan, (a) to save time and (b) to stop me knowing about the short list.

But do ring me if you have any doubts or queries.

Yours ever,

(J.N. Murphy)

DRAFT

THE BOOKER PRIZE FOR FICTION

Just recently the short list for The Booker Prize for Fiction was published. This is the second year of the £5,000 prize for the best novel of the year, written by a Commonwealth, Irish, or South African writer and first published in England during the year (December 1st to November 30th). The first year's prize, won by P.H. Newby's Something to Answer For got off to a good start but it is hoped that this year's prize will do even better. And "do better" means do better in terms of publicity in the Press, I.V. and Radio and in the bookshops, which in turn will lead to sales. Because the aim and object of the Booker Prize is - via publicity and promotion - to increase the sales, not only of the winning book and the short-listed novels, but of all novels.

Two foot posters, backed on strutted cardboard showing the short listed books and their authors are available from the Publishers Association, 11 Bedford Square, London W.C.1. Copies of the Booker Prize symbol (see photograph) are also available. Posters showing the title of the winning book and author will be available from 21 April, the date of the announcement, and there will be bookbands for the winning book. *Replicas of the Booker Prize Trophy are also available for display purposes.*

The idea for the prize was a joint one of the Publishers Association and Booker McConnell. The reasoning of the P.A. is clear. More interesting perhaps is why Bookers decided to finance this project. Bookers main business is in sugar, rum, shopkeeping, shipping and engineering. But there are other diversifications, of which the one best known in the public eye is the association of authors with Bookers in copyright ownership. The first and most famous of these partnerships was between Bookers and the late Ian Fleming.

Bookers interest in books has grown naturally from this. And as the company learned more about the book trade it discovered that there was no literary prize in Britain on a really big scale, or that seemed capable of generating a new interest in fiction and the kind of excitement and sales brought about in France by the Prix Goncourt. They decided to make a spirited effort to rectify this situation, with the whole-hearted support and co-operation of the P.A.

This year's judges are David Holloway, literary editor of the Daily Telegraph, and Chairman of the Panel, Dame Rebecca West, who continuing from last year; Professor Richard Hoggart, author of the Uses of Literacy; Lady Antonia Fraser, author of Mary Queen of Scots; Ross Higgins of John B. Wylie, President of the Booksellers Association.